



Prescription Drug Core Group Meeting

December 19, 2016

1:00 p.m.

Governor's Office of Youth, Faith and Family – Conference Room B

1700 West Washington Street, Suite 230, Phoenix, Arizona 85007

A general meeting of the Prescription Drug Core Group was convened on December 19, 2016 at the Governor's Office of Youth, Faith and Family, Conference Room B, 1700 West Washington Street, Suite 230 Phoenix, Arizona 85007.

Members Present (9)

Sheila Sjolander , Chairman, Arizona Department of Health Services
Deborah Miller , Co-Chair, Governor's Office of Youth, Faith and Family
Chief Thomas Kelly , Apache Junction Police Department (via phone)
Elizabeth Dodge , Arizona Board of Pharmacy
Tomi St. Mars , Arizona Department of Health Services (via phone)
Jacqueline Kurth , Industrial Commission of Arizona
Shelly Mowrey , High Intensity Drug Trafficking Area (via phone)
Carlena Orosco , Arizona Criminal Justice Commission (via phone)
Duce Minor , Parker Area Alliance for Community Empowerment (PACCE) (via phone)

Staff/Guests Present (6)

Sam Burba , Governor's Office of Youth, Faith and Family
Sonya Pierce-Johnson , Governor's Office of Youth, Faith and Family
Cynthia Martinez , Governor's Office of Youth, Faith and Family
Lacie Ampadu , Arizona Department of Health Services
Carrie Monica , Southwest Behavioral & Health Services (SWBHS)
Thalia Williams , Southwest Behavioral & Health Services (SWBHS)

Members Absent (3)

Travis Williams , Arizona Attorney General's Office
Michelle Skurka , Arizona Health Cost Care Containment System
Jenna Jones , Arizona Board of Osteopathic Examiners

Call to Order

Sheila Sjolander, Chairman, called the Prescription Drug Core Group meeting to order at 1:07 p.m. with 9 members and 6 staff and guests present.

Welcome/Introductions

Sheila Sjolander, Chairman welcomed everyone and asked them to introduce themselves.

Approval of Minutes

Minutes for the meeting held November 29, 2016 were reviewed. **Tomi St. Mars** made a motion to approve the minutes with the correction noted under her agency update where she reported Holbrook and Show Low received naloxone kits, instead it should read Navajo County Sheriff's Department received naloxone kits. The motion was seconded by **Chief Thomas Kelly** and approved by all.

Presentation: Fotonovela

Carrie Monica and Thalia Williams, SWBHS shared with the core group the Padres Promotores 2016 Fotonovela Project. This specific program is an adult peer leadership program designed to outreach and

empower the Hispanic community of South Phoenix. Padres Promotores uses a culturally and linguistically appropriate approach, raising awareness and increasing parental capacity about underage drinking and substance abuse prevention. SWBHS fotonovela, a magazine approach was developed in June 2016, with a few dollars left over from a grant awarded to SWBHS. The fotonovela is available in a PDF version and it was recommended by core group member, **Shelly Mowrey**, that fotonovela be added as an e-book as part of the RX 360 padres training. Shelly offered to work with SWBHS to add this piece to the training. It was also recommended that the fotonovela be added as a link to the website. SWBHS will ensure that Deborah Miller receives a copy of the link.

RX initiative Toolkit Finalization

Sheila Sjolander, Chairman reported that Keith Walker sent her a couple of drop box links. She also reported the following in regards to the finalization of the RX Toolkit:

- The MAT document is being updated by ASU.
- AHCCCS still needs to provide a few documents.
- Keith is searching for a couple of the original documents of the toolkit. Core member Shelly Mowrey reported that she has original documents and that she will email them to Deborah Miller.
- Training for MAT (clinical) needs to be added to the toolkit.
- Information on the Chronic Pain Self-Management Program has been added.

Elizabeth Dodge reported that the Board of Pharmacy has some changes to be made to the Controlled Substances Prescription Monitoring Program before the toolkit materials can be finalized.

Sheila Sjolander, Chairman reported that the Core Group wants to have the updated toolkit ready to coincide with the launching of the RethinkRx.org website.

Governor's Health Goal Reducing Opioid Deaths

Sheila Sjolander shared that there has been some focused attention at the executive and Cabinet level around opioids deaths. The Governor's health goal for Arizona is to reduce the number of opioid overdose deaths by 25 % in 2 years and 50% in 5 years. The first push is the expansion to access Naloxone and the training of Law Enforcement officers and community members. AHCCCS has federal funding to help get training into communities.

RethinkRX.org Campaign

Sam Burba, Communications Director, GOYFF reported to the core group that the GOYFF campaign RethinkRx begins on 1/2/17 and provided a preview of the TV ad and online content. The campaign will be in-home for 4 weeks, 2 weeks digital campaign i.e. Instagram, Facebook, Pandora, Spotify and 2 weeks out of home i.e. Television. There will also be billboard mapping. The campaign will also focus on Prescription Drug Abuse and include statewide facts.

Parents will focus on the RethinkRX.org

- Trying to protect
- Misuse and Abuse

Teens will focus on the I've got something better.org

- Injury
- Recreation

Mr. Burba shared that he would like each agency to provide specific pages that they want linked on the RethinkRxAbuse.org webpage.

Shelly Mowrey shared with the core group that she has concerns with the name of the new campaign/website address "RethinkRx"; her concern is people might think that they should actually rethink or stop taking their prescription medication. One option she suggested was to vote to change the URL name. No specific alternative names were recommended Discussion continued.

Deborrah Miller, Co-chair indicated that this is not an action item; therefore, action to change URL name on this item cannot occur.

Shelia Sjolander, Chairman requested that Sam Burba research if a name change can be made and if so, please report to the Co-chairs and further action will be determined.

Agency / Partner Updates

Shelly Mowrey reminded the group that HIDTA will be hosting an Opioid Summit, Turning the Tide, on Monday, January 9, 2017 at the Four Points Sheraton in Phoenix. The Summit will bring together various disciplines that combat opioid overdoses to exchange information and find effective ways to combat the epidemic. She also stated that HIDTA has completed a Tribal Toolkit for use in the community.

Elizabeth Dodge stated the new interface for the CSPM is nearing completion for statewide integration.

Shelia Sjolander reminded the group about the broadcast of Hooked II-from Prescription to Addiction, airing on Tuesday, January 10, 2017 from 6:30 to 7:00pm.

Future Meeting Dates

Next meeting is scheduled for:

- Tuesday, January 31, 2017- 1:00pm to 3:00pm.

Future Agenda Items

Expansion of getting Naloxone
U.S. Attorney General Office Presentation on prescription drug and opiate abuse
Review of Strategic Plan

Adjourn

Sheila Sjolander, Chair, called for a motion to adjourn.

Ms. Kurth moved to adjourn the meeting at 2:48pm. Motion was seconded by Ms. Dodge. Meeting was adjourned at 2:48 pm.